



Mutual Benefits Derived from Building a Publicly Accessible, Full-size Indoor Field at Uihlein Soccer Park

Milwaukee is the only major city in the Midwest that does not have a publicly accessible, full-size, indoor turf field. Detroit has 4 full-size indoor fields, Chicago 12, Cleveland 5, Indianapolis 3, Minneapolis 8 and Omaha 1.

Since 1994, the Milwaukee Kickers has invested over \$3.4 million in improvements at Uihlein Soccer Park, the most significant being the installation of two outdoor, full-size artificial turf fields. While these turf fields have made a substantial impact on lessening game cancellations during the outdoor playing season, there is simply not enough space to meet demand during the winter months.

In order to meet this significant need, the Milwaukee Kickers organization is prepared to make another major investment by building an air-supported structure (a dome) that will help bring Greater Milwaukee closer to its Midwest counterparts with respect to available indoor space. As described below, the new structure will help address issues faced by, among others, underprivileged children in Milwaukee County and its positive impact will go well beyond the local soccer landscape.

Benefits to the Local Community

Milwaukee SCORES (the philanthropic arm of the Milwaukee Kickers)

The challenges of Milwaukee's inner-city youth are formidable and widely acknowledged. Milwaukee SCORES is playing a role in addressing the needs of this demographic by providing urban students throughout the city with soccer and academic support.

SCORES' multi-faceted program is designed to fill "gaps" both academically and physically that many students in Milwaukee face. Each participating school falls within one of the following parameters: the school is in a low-income community; testing data for the school shows there is a great need for support; or that there are few or no after school program offerings.

During the 2018-2019 program year, Milwaukee SCORES served 31 locations that span across 15 different zip codes in the city. Since launching locally in 2004, SCORES has provided meaningful out-of-school time programs for more than 10,000 youth residing in Milwaukee's urban, under-resourced, and under-served neighborhoods.

Accessing Uihlein Soccer Park on a more frequent and consistent basis would add value for SCORES students on many levels, however, the biggest barrier is transportation. The Milwaukee Kickers plan to overcome this by using proceeds from the dome to secure vehicles necessary to transport youth participants. In addition to bringing children to the park, having their own transportation would allow Scores to introduce other experimental learning and enrichment activities.

With increased financial support, and the necessary transportation logistics in place, it is projected that more than 2,000 children will benefit from SCORES' no-cost afterschool and summer programs annually.

In addition to serving youth the SCORES program, members of Milwaukee Kickers and SCORES administrative team have partnered with the Milwaukee Bucks and Bader philanthropies to form a coalition of leaders, stakeholders and providers of youth sports. The alliance (Milwaukee Youth Sports Alliance) seeks to unite the broader sports community as a tool for social change. To help realize the goal of ensuring all youth are afforded the opportunity to learn and grow through positive sports involvement, there needs to be more indoor space throughout the metropolitan area where youth can be active all year round. The vision is that the area's first, publicly accessible, full-size indoor field at Uihlein Soccer Park will serve as a catalyst for the community to invest in additional enclosed athletic space throughout the city.

Havenwoods and Granville Neighborhoods

Residents, companies and local government in the nearby neighborhoods strongly support the Dome project. Uihlein Soccer Park is already an anchor for these communities, hosting hundreds of youth and adults daily, as well as local, regional and national-level tournaments and events including soccer, lacrosse, hurling, ultimate frisbee and even dog agility competitions numerous weekends throughout the year. More than just the participants themselves, family members and other spectators travel to Uihlein Soccer Park where they spend money on gas, lodging, food and entertainment immediately surrounding the park. By adding the state's first publicly accessible, full-size indoor athletic field, the already significant economic impact on Milwaukee's northwest side will only increase.

Benefits to the Milwaukee Metropolitan Area

City of Milwaukee

The Milwaukee Kickers will offer the dome field to youth programs at no charge Monday through Friday, from 3:00pm – 5:00pm. An approximate value of \$200,000 per year, the donated time will be available to sports-based youth programming groups that do not have access to training space. Community Centers, non-profit sports-based organizations and more can all benefit by having such a large indoor, turfed area available to them.

Greater Milwaukee

Although the park hosts events every weekend, all year round, it is limited in its ability to attract teams at the regional and national levels. A full-size enclosed athletic field elevates the park to a higher venue tier for tournaments because cancellations due to inclement weather would be eliminated. The risk for teams traveling longer distances becomes dramatically reduced and, thus, a more attractive tournament proposition.

Milwaukee continues to build its reputation as a wonderful place to live, work and raise a family. Airbnb's are thriving and our city has become a boutique destination. It is not unreasonable to expect a heightened interest with out-of-town teams wanting to play tournaments at Uihlein Soccer Park, not just for the competition itself, but for the wide range of amenities the area has to offer.

Statewide athletics

Lacrosse, field hockey, softball, football, rugby, soccer and ultimate frisbee are all sports that compete on full-size fields. Over the past few decades the number of youth and adults involved in these sports has increased dramatically. As a result, there is unprecedented demand for space in which to practice and compete. Compounding the issue is the fact that Wisconsin's climate severely limits playing outdoors for much of the winter and spring seasons. The backlog of rental requests for the existing smaller indoor fields is endless.

At full capacity, an enclosed full-size athletic field can accommodate over 2,250 playing hours, allowing tens of thousands of players the opportunity to practice year-round. The indoor field also evens the playing field for local teams competing at regional and national levels.